

GOLD KEY SERVICE

U.S COMMERCIAL SERVICE, AMERICAN EMBASSY, TOKYO

Our Gold Key Service opens doors for your business in Japan



The Gold Key Service helps you make the most efficient use of your time in Japan through one-on-one appointments with Japanese importers, agents, distributors, or sales representatives, each of whom has been pre-screened by one of our Commercial Specialists.

Our Commercial Service Specialists will identify and contact qualified and interested Japanese firms, explain your product or service to them, and arrange a customized schedule of meetings for you with the most suitable candidates.

The Gold Key Service Includes

- Appointments with pre-screened and pre-qualified importers, distributors, sales representatives or partners
- A market and industry briefing with Commercial Service staff in advance of business meetings
- Market background and information on your industry sector
- Information and assistance with travel, accommodations, and interpreter services
- A U.S. Commercial Service escort to your meetings if requested
- Post-meeting debriefing to discuss results of meetings, and assistance in developing appropriate follow-up strategies

Fee

A day of meetings is \$600

Delivery Time

At least six weeks is required to set up your schedule of meetings

Interpretation Services

Most meetings are conducted in Japanese, so an interpreter is usually necessary. We can help you make arrangements to hire a professional interpreter

Hotels

Contact us for a list of hotels in Tokyo with discounted Embassy rates

Questions

If you have any questions about our Gold Key Service just ask us!

How the Gold Key Works

1. Commercial Service staff identify and target the most suitable Japanese companies for your company
2. We contact those companies on your behalf
3. We arrange a meeting schedule with the best candidate companies
4. The morning of your meetings you are given a market briefing by Commercial Service staff
5. You are escorted to your meetings by our Commercial Specialist
6. At the post-meeting briefing our staff will answer any questions you have and will assist you to develop the best follow-up strategy

The Gold Key service exceeded my expectations. I am completely satisfied; the level of professionalism, the courtesy, the hard work and the skill with which my visit was prepared for and executed was outstanding. The quality of the meeting that I held were excellent – on a scale of 1 to 10 – this rated a 12!

David Hans
President
Amenglish.com

For more information please contact:

Steven Corless

Commercial Attaché

American Embassy, Tokyo

www.csjapan.doc.gov

steven.corless@mail.doc.gov

American Embassy, Tokyo

Commercial Service

1-10-5 Akasaka, Minato-ku

Tokyo 107-8420 Japan

Telephone: 81/3-3224-5070

Fax: 81/3-3589-4235

Gold Key Service

Questionnaire & Instructions

Thank you for your interest in our Gold Key Service. We will contact you immediately after receiving your completed questionnaire. We ask that your questionnaire be sent at least six weeks prior to your expected travel so that we may be able to schedule the best meetings possible. Product materials, payment and the Participation Agreement must be received no later than four weeks prior to your meetings.

Please submit the following:

1. Gold Key Service Questionnaire (*due six weeks prior to Gold Key*)

Please fax the questionnaire below to 81-3-3589-4235.

2. Product and Company Literature/Marketing Materials (*due 4 weeks prior to Gold Key*)

Please express mail 15 packages of your product literature, with price lists if appropriate. Each package must include an original cover letter (to "Dear Sir/Madam:") on your letterhead. The letter should describe in detail your company and product/service so that the recipients clearly understand your company's objectives in Japan.

3. Payment (*due 4 weeks prior to Gold Key*)

The fee for the Gold Key is \$600 per day (3 meetings). Payment should be made by credit card (please send card number, date of expiration and card holder's name by fax to 81-3-3589-4235). If you are unable to pay by credit card, payment can be made by check payable to the U.S. Embassy Tokyo and sent by express mail to the Commercial Service at the American Embassy.

Commercial Service (Gold Key)
U.S. Embassy, Tokyo
1-10-5 Akasaka, Minato-ku
Tokyo 107-8420 Japan
Attention: Yumiko Ozaki, Phone: 03-3224-5091

4. Participation Agreement (*due 4 weeks prior to Gold Key*)

We will confirm receipt of payment by fax. A Participation Agreement (contract) form will also be attached to the fax. Please sign the Participation Agreement and return by fax to Ms. Yumiko Ozaki (81-3-3589-4235).

Additional Information:

1. Interpreter

It will be necessary to hire a professional interpreter for all meetings that will not be conducted in English. ***The Embassy Commercial Specialist cannot act as an interpreter.*** A list of professional interpreting service providers is available upon request.

Professional interpretation fees are 50,000 to 70,000 yen for one day (8 hours) and approximately 35,000 yen for a half-day. Payment should be made in advance or upon arrival in Japan directly to the interpreting agency in yen cash or by credit card. Normally a cancellation fee is charged if you cancel within 24 hours of the meeting day. ***Note: The interpreter's fees and transportation cost are paid directly to the interpreter agency. It is your responsibility to cover these costs.***

2. Hotels

A list of hotels is available upon request.

3. Holiday Period

December 27 - January 8, April 24 - May 8, and August 8 - 20 are Japanese holiday periods and should be avoided when traveling to Japan on business.

Gold Key Service
U.S. Commercial Service
American Embassy
1-10-5 Akasaka, Minato-ku, Tokyo, 107-8420 Japan
Telephone: 81/3-3224-5091 Fax: 81/3-3589-4235

CREDIT CARD INFORMATION

Card Issuer: _____
Visa, Master Card, American Express and Discover are accepted

Card Holder's Name: _____

Your Company Name: _____

Card Number: _____

Expiration Date (mm/yy): _____

Amount in U.S. Dollars: US\$ _____

Name of Event/Program: Gold Key Service _____

Participation Agreement: _____ enclosed ____ sent separately

Thank you for using our Gold Key Service. We are looking forward to working with you.

Gold Key Service Questionnaire

Please type or print

Company Name _____

Name of Traveler _____ Title _____

Name of Traveler _____ Title _____

Address _____

City _____ State _____ ZIP _____

Telephone _____ Fax _____

Email _____ Website _____

Year Established _____ Number of Employees _____ Annual Sales _____

Expected Date of Gold Key _____ Bank Reference _____

1. Please describe your company and your company's main products or services.

2. Please describe the products or services you wish to sell in Japan. What special features, attributes, and advantages distinguish your products from the competition?

3. What are your company's objectives in the Japanese market? What types of business contacts are you seeking (distributor, importer, agent, sales representative, joint venture partner)?

4. Please identify any current representation or prior business in Japan.

5. What type of distribution do your products have in the United States?

6. Please describe your current competitors in the U.S. and Japan.

7. Please describe below any special features of your company's operations, or interests in Japan, that would help us in identifying the appropriate Japanese contacts for you.

8. Please list the names of any particular companies or organizations with who you would like us to set up appointments for you.

9. Rate your ability in spoken business Japanese:

_____ no ability _____ basic greetings _____ basic conversation _____ fluent

10. For meetings that will require interpretation will you hire an interpreter from an agency, or bring your own interpreter?

_____ I will hire interpreter _____ I will bring my own interpreter

11. The Gold Key Service includes a listing for your company in our Japanese language website and email newsletter. Both the newsletter and website target business users. Newsletter recipients have subscribed to the service and have been screened by Commercial Service. If you would NOT like us to include your company information in our newsletter or on our Japanese language website please indicate so below.

_____ No, I do not wish to be listed